

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
February 21, 2008**

Directors Present	Jose Malagon, Vice President	Hollywood Media Center
	Nathan Korman, Secretary	NBK, LLC
	Frank Stephan, Treasurer	The Clarett Group
	Aziz Banayan	Algert Co., Inc.
	Michael Gargano	Argent Ventures and Millennium Partners
	Bill Hertz	Mann Theatres
	Alan Sieroty	Sieroty Company
	Thaddeus Smith	The Music Box Theater
	Tej Sundher	Hollywood Wax Museum
	John Tronson	Tronson Investment Group
	Monica Yamada	CIM Group, Inc.
	Tom Leaper	RBZ- (Ex-officio Member)
Directors Absent	Chris Bonbright, President	Whitley Court Partners
	Lynda Bybee	Metro
	Ron Radachy	Oasis of Hollywood
	Hilary Royce	Church of Scientology International
	Leron Gubler	Hollywood Chamber of Commerce- (Ex-officio Member)
	Captain Clay Farrell	LAPD- (Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani Jr.	HPOA
	Katie Zandona	HPOA
Guests	Bill Farrar	Andrews International
	Sgt. Darrell Davis	LAPD
	Officer Danny Pesqueira	LAPD

I. Call to Order

The meeting was called to order by Board Vice President Jose Malagon at 4:05 P.M.

II. Public Comment

Councilman Tom LaBonge visited the Board and thanked the BID, the Board, its property owners, stakeholders and Kerry Morrison for their work and contributions toward making Hollywood a better place. The Council member reviewed with the Board some of the current issues his office is working on in the community, and assured the Board he would be happy to help in whatever ways he can with the renewal of the Hollywood Entertainment District. Kerry Morrison and those in attendance thanked Councilman LaBonge for stopping by and his continued support of the Hollywood Entertainment District.

III. Approval of Minutes

It was moved by John Tronson, seconded by Aziz Banayan and **CARRIED to approve the minutes from the January 17, 2008 Board Meeting.** [Unanimous]

IV. Treasurer's Report

A. Frank Stephan reviewed with the Board the Treasurer's Report from January 31, 2008. Stephan informed the board that the BID currently has a very low delinquency rate, with current delinquencies at \$19,000. Stephan also mentioned that this year's delinquencies may be a little higher as the city is currently continuing efforts to disaggregate the parcels at the Equitable and Broadway buildings. Kerry Morrison reviewed with the Board the various accounts and their current balances. The funds the Central Hollywood Coalition has paid for the HPOA to handle programmatic duties on behalf of the CHC, have been deposited into the HPOA account. Morrison also informed the board that the staff is continuing to keep track of time spent on projects between the two BIDs, and has been asked by the Finance Committee to continue this on an ongoing quarterly basis.

It was moved by John Tronson, seconded by Tej Sundher and **CARRIED to approve the Treasurer's Report from January 31, 2008.** [Unanimous]

B. Kerry Morrison distributed the 2008 Planning Report for the Hollywood Entertainment District. The plan described the 2008 boundaries, detailed budget (which was approved at the December 20, 2007 Board Meeting), revenues carried from year to year and assessments levied upon parcels for the 2007-2008 tax year. Morrison informed the Board that it was a requirement of the city that the board review the plan, and if agreed, approve it on record.

It was moved by Nathan Korman, seconded by John Tronson and **CARRIED to approve the 2008 Planning Report for the Hollywood Entertainment District.** [Unanimous]

V. Committee/Activity Reports

A. Marketing Committee:

1. Katie Zandona reviewed with the board a list of current and potential supporters for the Navigate Hollywood Website. Zandona shared with the board that currently the staff has secured pledges from 13 supporters in the area, and had received another earlier that day for another \$1,000, bringing the total number of dollars pledged to \$26,900. Zandona reported that she had sought competitive proposals from a number of web developers. Recently Zandona, Morrison and Joe Mariani Jr. had met with the leading candidate, Urban Insight, and felt that the company was fully capable of understanding and accomplishing the HPOA's vision for the site. In order to begin the process, the total cost would be approximately \$31,000. Zandona requested, with the board's permission, that the HPOA could use the remaining funds in the Marketing Co-op Account, to subsidize the costs until other pledges were obtained. Currently the staff has four more potential donors that have not yet confirmed.

It was moved by Frank Stephan, seconded by Nathan Korman and **CARRIED to approve that the HPOA would use remaining funds in the Marketing Co-op Account to subsidize the costs of the NavigateHollywood.com website in order to begin the site's design process until other donations are secured.** [Unanimous]

2. L.A. Times Article: Zandona mentioned that the Los Angeles Times would be featuring a piece on the current developments in the Hollywood area in this Sunday's paper.

3. Fashion Week: Zandona informed the Board that herself along with Craig Donahue from the Sunset and Vine BID, went with representatives from Fashion Week L.A. on a tour of potential locations in Hollywood. The event has outgrown its current location and is in the process of looking at alternative sites to host the event. Zandona says that the Council Office was also in attendance and is in favor of moving the event to Hollywood as well.

B. Security Committee

1. Sergeant Davis and Officer Pesqueira from the LAPD reviewed with the Board the most current statistics for the Hollywood Division. Sgt. Davis reported that currently since January of 2007 crime in Hollywood area overall is down 19%. Morrison passed around a large map for the Board to see which depicted the 2,349 arrests which Andrews International had made in the BID over the 2007 year. Sgt. Davis says that LAPD is continuing to work with Andrews to patrol the area on a regular basis.

2. Homeless Outreach: Morrison updated the Board on a series of meetings she's been invited to on the topic of homelessness. In the past month, meetings have been organized by the Mayor's office, the Council office and a PATH committee to address issues in Hollywood and the city of Los Angeles. Morrison reported that she had been invited to attend a summit meeting organized by the Interagency Council on Homelessness (IACH) in Washington DC and she had accepted, with the permission of Board President Chris Bonbright. Further, she reported that an effort is underway to invite Phillip Mangano, the head of the IACH to Hollywood to meet with business leaders to engage them in taking more of a leadership role in promoting policies and programs that will end homelessness. The Chamber and the BID and PATH are working with the United Way and local government leaders on this plan, and more details will follow next month.

3. Noise Abatement Issues: At the last Security Committee meeting Will Rivera reported that he has become involved in dealing with noise complaints in the community. Rivera mentioned that he has been working with the City's noise abatement attorney to help solve some of these issues. Morrison informed the board that at the March Security Committee meeting, the committee will be engaging in a proactive discussion on steps the City and the BID can take to help mitigate some of the noise complaints and prevent others from occurring as more residents move into the district. Officer Pesqueira told the board that LAPD would also try and make sure that the LAPD's noise abatement team would be represented at the Committee meeting.

C. Streetscape Committee:

1. Date Palm Removal at Hollywood and Highland: Sarah MacPherson thanked Chris Bonbright for his help in putting the HPOA staff in communication with CBS Outdoor. MacPherson was able to get the advertising company to sign the MOU in time to have the deceased date palm removed before the Academy Awards. The board was shown a presentation of photos from the day of the removal, prepared by MacPherson. The new date palm is scheduled to be installed in April 2008.

2. Street Furniture Update: Recently members of the Streetscape Committee, along with HPOA Staff and Helen Leung, from the Council Office took a walking tour of the BID to survey potential locations for the installation of street furniture in the area. MacPherson mentioned that the council office is

in support of the idea and is in favor of installing a public toilet in the area as well. MacPherson distributed a map of the potential locations for the board to review.

3. Side and Back Street Walk Through: MacPherson informed the Board that the Streetscape Committee would be taking a walking tour of side and back streets in the BID on March 7, 2008 at 1:30 P.M. The purpose of the tour is to identify potential locations for new trees to be installed in the area. Board members interested in attending are welcome to come.

VI. Old Business

A. BID Renewal Activities:

1. Draft Management District Plan and Assessment Roll: John Tronson informed the Board that after seven months of steering committee meetings, reaching out to property owners and stakeholders in the proposed expansion areas and several discussions on methodology, the HPOA had e-mailed on Monday draft versions of the Management District Plan, Engineer's Report and Assessment roll to the City Clerk's office for their review. Tronson mentioned that the Committee worked extensively with the engineers from Muni Financial to try and come up with the best formula and methodology for the renewed district. The board would also have the discretion to implement a proposed alley overlay zone assessment that count not be started until 2010. In addition to this with increased dollars coming online from the new construction in the area, Board members could allocate the funds across the various categories, as mentioned in the MDP, or use the increased funds to lower assessments for other properties in the area. Morrison informed the board of the proposed methodology which is based on the following percentages: 59% Front Footage, 28% Building Square Footage and 13% Parcel Size. Tronson discussed with the Board the next steps for renewal, which would entail petitioning the property owners followed by a formal voting process in June. Tronson encouraged the Board to review their assessments to ensure they were accurate based on the proposed formula.

2. Change Order to increase Muni Financial Agreement: As mentioned at the January 2008 meeting, Morrison informed the board that due to the extensive work and research Muni Financial had completed for BID renewal, Muni was requesting that the original amount proposed for the work be increased as more labor was performed than expected. The extra labor was due to the research and development of the proposed changes in the BID's methodology (example: corner parcels, new zones of benefit, etcetera). Morrison informed the board that there was not yet a suggested figure from Muni so the action item would have to be postponed until the March Board Meeting.

VII. New Business

A. WiFi Opportunities for the Hollywood Entertainment District: Nathan Korman distributed to the board a proposal for High Speed Wireless Internet that could potentially be installed in the BID area. The proposal from HDN, showed the network being installed in two potential phases. Phase 1: From Orange to Highland along Hollywood Blvd, and Phase 2: from Highland to Gower along Hollywood Blvd. The cost of the first phase would range between \$50,000 - \$75,000 including two years of service, support and upgrades. Korman said the plan could be a revenue generator for the HPOA as it could obtain potential sponsors for the network. Morrison and the Board thanked Korman for the proposal but felt that it would take some work on behalf of the HPOA staff in order to fully research the program. The Board asked that further discussion of the idea be postponed until the Board's June Board meeting, after BID Renewal is complete and the staff and the board would have more time to review the idea further.

VIII. Report from Executive Director

A. Cynthia Ruiz Meeting: Morrison discussed with the board that at a recent meeting with Cynthia Ruiz, the President of the Board of Public Works, she learned that an extensive study for the refurbishment of the Walk of Fame had been conducted. Several interns over a two month period walked the Boulevard to determine that approximately 2,155 squares and 758 stars needed to either be repaired

or replaced. The total cost for this to occur is estimated at \$4.5 Million. Morrison noted that the Chamber of Commerce is continuing to research the matter and she will update the board on any other information that becomes available.

IX. Next Meeting

The next meeting is scheduled for Thursday, March 20, 2008 at 4:00 P.M. in Suite 200 of the Taft Building (1680 Vine St., Hollywood, CA. 90028).

X. Adjournment

There being no further business the meeting was adjourned by Board Vice President Jose Malagon at 5:55 P.M.